

GLASGOW GREEN

- FLESHERS HAUGH - DEVELOPMENT BRIEF



City of Glasgow
District Council



Scottish
Development
Agency

DEVELOPMENT BRIEF

GLASGOW GREEN/FLESHERS HAUGH LEISURE AND TOURISM DEVELOPMENT



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SEPTEMBER 1989



Invitation

CONTEXT

Glasgow Green is the oldest park in Glasgow and one of the oldest in Britain. Its origins go back to medieval times. It has served as a meeting place, a recreational place and a place for demonstration for generations of Glaswegians. The Green is located at the heart of the conurbation, only a stone's throw from the City Centre. Altogether it covers 180 acres and consists of three main parts: the Green itself (80 acres), which is formal parkland; Fleshers Haugh (56 acres), currently occupied mainly by all-weather football pitches; and on the other side of the River Clyde, Richmond Park (44 acres) also traditional parkland. It is the only parkland area in the City which straddles the River Clyde. People's Palace, a major museum which attracts over 400,000 visits per annum and is run by Glasgow District Council, is located on the Green.

REGENERATION

Both Glasgow District Council and the Scottish Development Agency are keen to promote the regeneration of the Green. It is a vastly underutilised resource with significant unrealised potential. There is also an impetus in Glasgow for exciting and innovative ideas following the revival of the City Centre and the success of the Glasgow Garden Festival. The public sector organisations are agreed on a strategy to regenerate the Green which achieves a balance between parkland renewal and new development. The aims are to integrate the Green with the life of the City Centre and

the local community, to create a park for the 21st Century, and to create a major focus for leisure, recreation and tourism for the local population, the City and the whole of Scotland. As the first step in the strategy, the District and the Agency have approved the details of an early action package of landscape renewal, to be implemented by 1990, when Glasgow becomes European City of Culture.

INVITATION

The development component of this strategy will take place on Fleshers Haugh. On this land, some 30 acres has been allocated for commercial leisure/development. This is a prime site with unique potential for a significant leisure/tourism development close to the very centre of a major British conurbation, and accessible to a large market (Fig. 1). Added to this is the enthusiastic support for development which can be expected from Glasgow District Council and the Agency. The Scottish Tourist Board and Strathclyde Regional Council are also supportive. Leisure operators and developers are invited in the first instance to submit expressions of interest.

Festival
of
Glasgow
1990



Scheme Content

STRATEGY

The broad strategy for the Green has been prepared for the District and the Agency by an experienced team of leisure and landscape consultants. It is illustrated on Fig.4. Potential developers should note that the building footprint and development outline illustrated on Fig.4 are notional only and should not inhibit designs or schemes submitted. As well as the proposal for development on Flishers Haugh, a commercial horticultural facility is proposed on Richmond Park and a new cultural facility on the Green between King's Drive and the River. The landscape of the Green itself will be remodelled on formal lines around People's Palace. Areas to the north which juxtapose residential areas, will receive more informal "countryside in the city" landscape treatment. The final element in the strategy is the improvement of pedestrian links with the City Centre. The strategy constitutes a comprehensive and balanced programme of improvements and development for one of Britain's major central urban parks.

THE SITE

which bit

The development site is on Flishers Haugh (Fig.3). Within the 56 acres of the Haugh, 30 is available for development. The undeveloped area will remain as improved parkland under the responsibility of the District Council. Land will be available on a long lease. Within the land area limits prescribed, and provided that public access to the River is maintained, the District Council will be flexible on the location of the land to be developed.

Consultation with the Director of Parks and Recreation will be required before the final development framework is agreed.

PREFERRED CONTENT

The District Council and the Agency are seeking to promote a development of considerable quality which respects the importance and the antecedents of the location and will be a prestigious addition to Glasgow's and Scotland's tourism and leisure product. Proposals are sought which satisfy the following criteria:-

- ✓ The development should have as its core an all-weather water-orientated commercial leisure facility.
 - ✓ It should provide day access and be aimed at general family enjoyment.
 - There is considerable latitude to add on other elements which will contribute to the commercial viability of the scheme and will help to create a sophisticated multi-activity complex including sports facilities and eating places.
 - Associated specialist shopping on a small scale will also be considered favourably.
- Proposal*
- Specialist Shopping & Food outlets*
- 2*

- Buildings should be constructed to a very high specification and should be imaginative in concept as befits the site. They should be of architectural distinction within a quality landscape.
- Housing and large scale shopping are not acceptable.

There are no similar commercial facilities in the conurbation, the nearest comparison being at Ayr, some forty miles away. There are, however, two smaller publicly run facilities within the immediate catchment area and a £5 million water/ice facility is under construction at Motherwell. There is a small privately run leisure centre close to the site.

Developers and operators are also invited to consider submissions for a commercial horticulturally orientated, low intensity, retail facility to be located at the western end of Richmond Park. It should combine indoor and outdoor gardening display, retail facilities and demonstration gardens, and should be able to accommodate horticultural exhibitions.

*Must
conclude*

Developers and operators are not obliged to submit for both development proposals.

It should also be noted that the Scottish Development Agency will in the future be promoting development for leisure/tourism purposes on an area of 11 acres on the former Glasgow Garden Festival site. The Agency and Glasgow District Council are major sponsors of both Flishers Haugh and the Garden Festival site and as such believe that there is scope for considerable complementarity between both developments.



Site and Access Details

FLESHERS HAUGH

Fleshers Haugh is described on Fig.3. Existing ground survey material can be provided by the District Council's Department of Architecture and Related Services (DARS). As far as is known, this information is accurate, but neither the District Council nor the Agency is prepared to guarantee or be held liable for its accuracy. Prospective developers will need to satisfy themselves on the ground conditions. Further ground survey work is being undertaken and the results will be made available by DARS to prospective developers by early October.

The only buildings currently on the site are the changing rooms which serve the football pitches and it is not intended that these should remain. The eastern part of the area is given over to bowling greens and ornamental gardens. To the north of Fleshers Haugh is Glasgow Green proper; to the south, across the river, is Richmond Park; to the east are residential areas which have been regenerated as part of the Glasgow Eastern Area Renewal (GEAR) programme; and to the west, also across the river, is Hutchesontown where the process of renewal is about to commence.

RICHMOND PARK

Richmond Park is also shown on Fig.3. It is laid out as formal parkland with a model yacht pond at its eastern end. It is somewhat smaller than Fleshers Haugh. The horticultural facility would be accommodated on the western end of the park, to the west of Polmadie Bridge.

ACCESS

Because of its central location close to the motorway network, the Glasgow Green area is highly accessible to a wide market. Nearly 3.3 million people, with £450 million to spend every year on leisure and entertainment, live within a 1.5 hour drive of the site. It is well located for the Townhead and Paisley Road interchanges of the M8 (see Fig.2). Strathclyde Regional Council have recently submitted plans for highway building which will improve further the Green's strategic position. The proposals include the completion of a link from the M74 to the M8, running south of the Green, and the extension of a dual carriageway link south of Townhead (both of these are also described in Fig.2).

Local access to the site from the City Centre is gained via Saltmarket and Greendyke Street; from the east of the City via London Road and St James Street; and from the west and the south via Ballater Street which connects to the M8 at Paisley Road.

Parking for the development would be provided by the developer on Fleshers Haugh itself. There is sufficient land available to accommodate the level of parking required.

The area enjoys excellent access to the public transport network. Strathclyde Buses Limited operate 15 routes to Glasgow Green/Richmond Park from most areas in the City. Other operators, Kelvin Scottish and Central Scottish supplement this service.

Time
Scale

NEC
to
the
River

CITY CONTEXT

The City of Glasgow is undergoing a renaissance. The GEAR project, already referred to, has been a major success and is considered to have been one of the most important urban renewal projects in Europe. It continues through the East End Initiative. The City Centre is undergoing a transformation through a combination of new development, as in the recently opened £70 million St Enoch's Shopping Centre, and rehabilitation, as in the Merchant City area. Another major new shopping and commercial centre, including new international concert halls for the City and the Scottish National Orchestra, is under construction.

Nearly two million visitors come to the City every year, attracted amongst other things, by the now world famous Burrell Collection, which itself recorded over half a million visitors last year. These facilities are free, but the Glasgow Garden Festival of 1988 attracted over four million visitors during its five month life span. It was the most successful Garden Festival to date, recording a better performance than Liverpool, the next best, despite being open for a shorter period.

Finally, Glasgow has been designated by the European Community as European City of Culture for 1990, following Paris, Amsterdam, Athens, Florence and Berlin.

Plan of site
Visual
Sketch plans only required

Make it as own
visual representation



INTEREST

Response

Expressions of interest in the commercial development opportunities on Flishers Haugh and Richmond Park should be submitted to Glasgow District Council within six weeks. On the basis of these submissions a shortlist of developers invited to submit detailed schemes will be drawn up.

Expressions of interest at this stage should cover:-

The District Council and the Agency are seeking submissions (6 copies please) which demonstrate:-

- * A development mix which is appropriate in the context of the strategy for Glasgow Green, imaginative, of high quality and financially realistic.
- * An understanding of the market.
- * An experienced team with credible and impressive experience.

In return we can offer the opportunity to develop a prime, centrally located urban site within a framework of enthusiasm from the local authorities and other public agencies.

Submissions should be made to David Ferguson, of Glasgow District Council, City Chambers, Glasgow (Tel. 041-227 4003) from whom any further information regarding the site and its potential can be obtained.

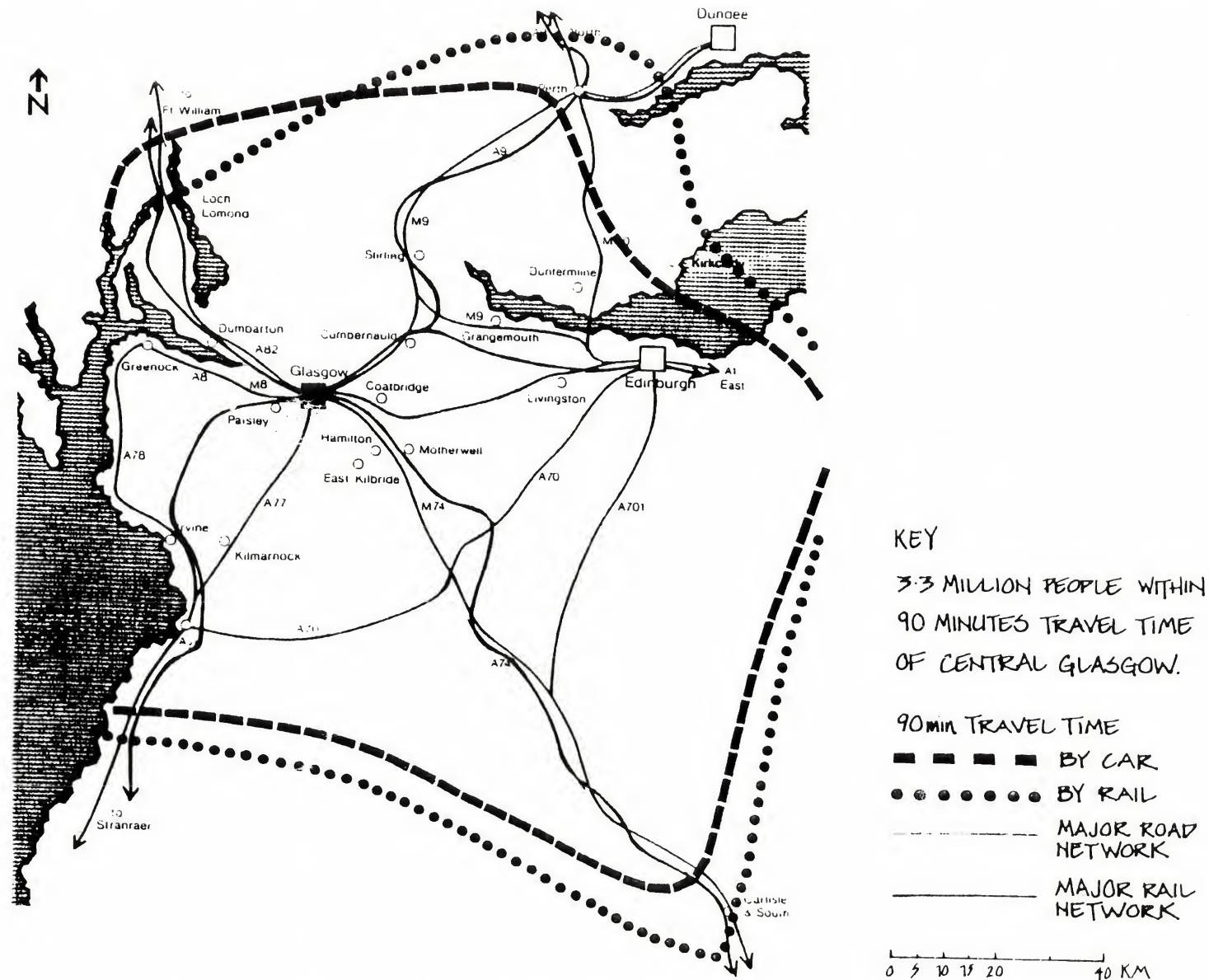
Artists
Impression
Proposed
Visuals
Photographs

- ✓ A broad indication of the proposed development mix (sketch plans only required).
- * General assessment of the market.
- * The Team of professionals to work on the project.
- * Relevant track record and financial credibility.

- Plan of Site locating elements - scale, relation to surroundings etc
- 3D representation
- Schemes involved in past / present / future.

Plan of site
Visual
Sketch plans only required

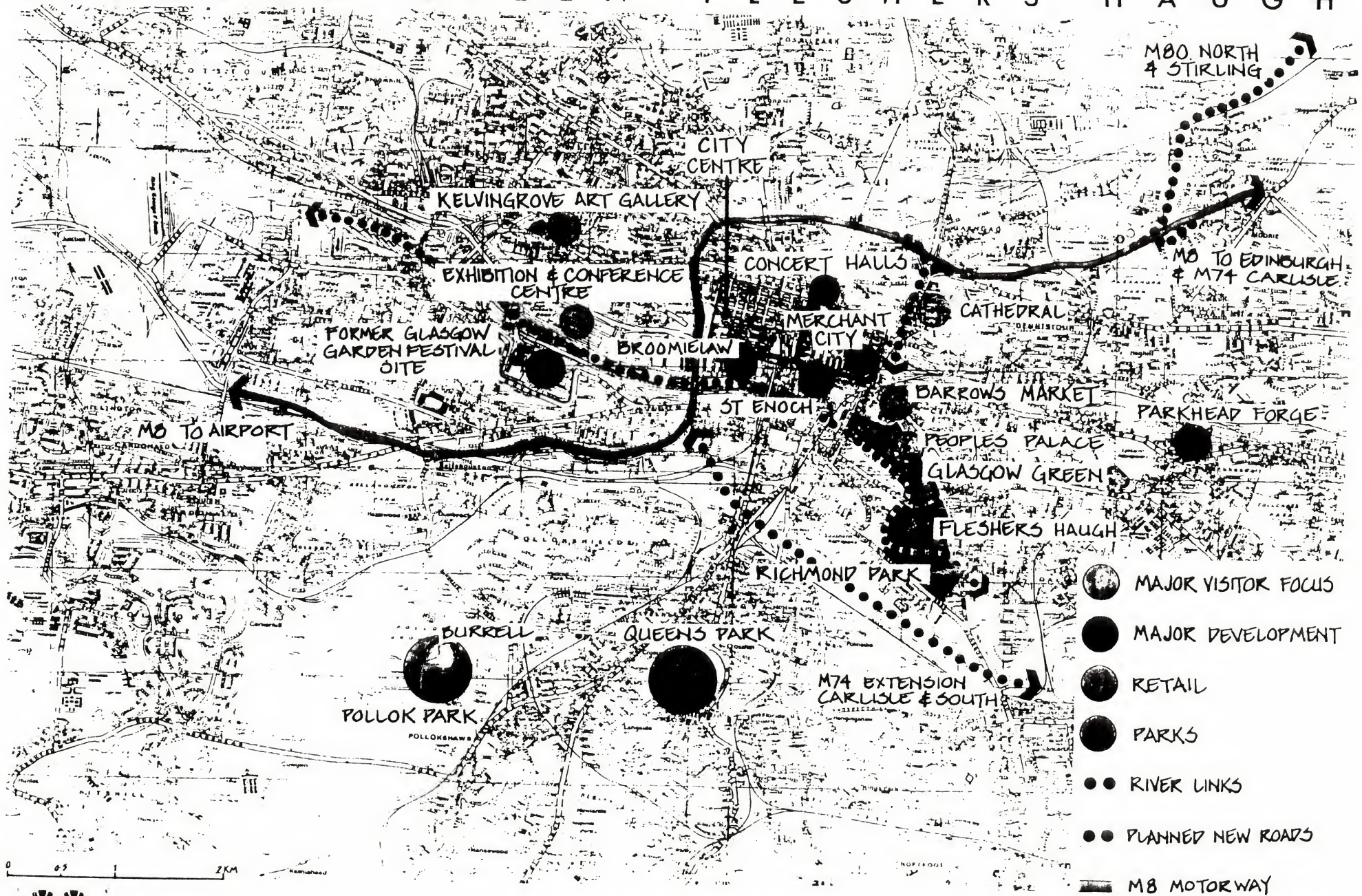
GLASGOW GREEN-FLESHERS HAUGH



GLASGOW & CENTRAL SCOTLAND CATCHMENT

Fig.No.1

GLASGOW GREEN - FLESHERS HAUGH



GLASGOW CONTEXT

Fig.No.2

GLASGOW GREEN - FLESHERS HAUGH

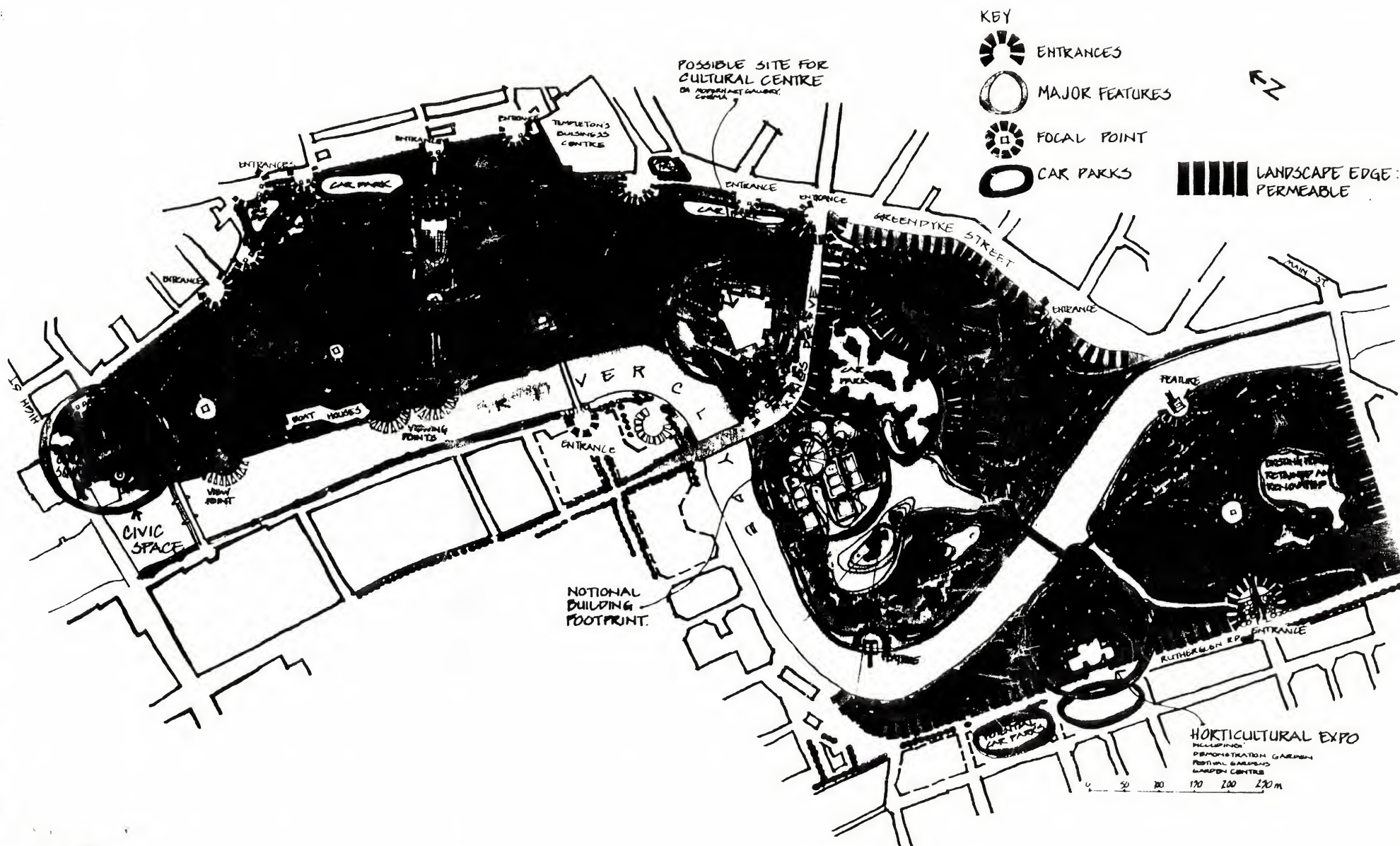


SITE PLAN

Fig.No.3



GLASGOW GREEN - FLESHERS HAUGH



OUTLINE RENEWAL STRATEGY

Fig.No.4